

## ABSTRACT OF THE DISCLOSURE

Color correction and density correction are performed on an image without changing the gradation of an image. When color correction and density correction are performed on image data whose values for each R, G, B component color (each channel) of each pixel are coded according to predetermined characteristics, the image data is sampled and correction values are calculated. The image data is then converted (104) to image receptor reflectivity data (r, g, b) (converted to values whose relationship with the light intensity values of each pixel is linear). The image data is then further converted to tristimulus values data (X, Y, Z) and color correction and density correction are carried out. The tristimulus values data after correction (X', Y', Z') is then converted to image receptor reflectivity data (r', g', b') and then to image data (R', G', B'). Accordingly, color and density corrected image data can be obtained without the gradation of the image being changed.